

Message Text

UNCLASSIFIED

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12

ACTION EA-10

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R 130830Z DEC 74

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC

INFO SECSTATE WASHDC 6713

UNCLAS TOKYO 16272

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: Y&R REPRESENTATION OF BELGIAN GOVT TOURIST OFFIE IN JAPAN

SUMMARY: REQUESTS HQS GUIDANCE ON CONFLICT OF INTEREST POSSIBILITY.
END OF SUMMARY.

JW 5-65 Y&R TOKYO HAS BEEN ASKED BY THE BELGIAN GOVT TOURIST OFFICE AND SABENA AIRLINES TO MOUNT A DOLLARS 175,000 AD CAMPAIGN TO ENTICE JAPANESE VISITORS TO BELGIUM IN LIEU OF OTHER EQUROPEAN DESTINATIONS. Y&R FEELS, QUOTE, SUCH A MODEST CAMPAIGN WILL BE DESIGNED TO CONVINCE JAPANESE EUROPEAN TRAVELLERS TO FLY ON SABENA RATHER THAN ON JAPANESE OR OTHER EUROPEAN FLAG CARRIERS. IT WILL NOT BE DESIGNED TO DIVERT TRAFFIC FROM U.S. DESTINATIONS TO EUROPE. UNQUOTE Y&R ALSO STATES THAT USTS TOKYO WILL BE ALLOWED TO MONITOR THE CAMPAIGN AND THAT IT WILL BE PART OF THE SABENA/BELGIAN GOVT TOURIST OFFICE CONTRACT THAT SHOULD USTS FEEL THAT CAMPAIGN APPEARS TO BE CAUSING A CONFLICT OF INTEREST, USTS WILL HAVE THE RIGHT TO EXCERISE A CEASE AND DESIST ORDER BRINGING THE CAMPAIGN TO AN IMMEDIATE END.

WE FRANKLY DO NOT SEE ANY HARM NOR OVERT CONFLICT OF INTEREST IN THE ABOVE PROPOSAL, BUT FEEL IT IS A MATTER OF POLICY THAT YOU SHOULD RULE ON. PLEASE CABLE REPLY AT YOUR EARLIEST CONVENIENCE.
SHOESMITH

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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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